



---

## **The Role of Translation in the Resurgence of Pakistani Dramas**

Aisha Shoukat\*

*(B.Ed., MA English)*

*Email: preciousdiamond.2394@gmail.com*

### **Abstract**

The purpose of this research is to investigate the role of translation in the resurgence of Pakistani Drama Industry, as well as to present suggestions and recommendations for the translators to come up the hurdles they face while translating the dramas. The data was collected through survey technique. Questionnaire were distributed among randomly selected participants comprising open ended and close ended questions. At the end of survey the participants were given 3 images to read and give their views regarding the need of translating Pakistani dramas. 40 participants were randomly selected from English department of The University of Lahore, Different cities of Pakistan and Saudi Arabia. Through findings, the research revealed the revival of Pakistani drama industry and the need of translation for the resurgence of the industry in a foreign country. The findings also shows the interest of the foreigners in Pakistani dramas. The study is important for the readers as it would act as a platform for future researchers to explore the new dimensions in literary translation.

**Keywords:** Pakistani dramas; translation; revival; international audience.

### **1. Introduction**

Translation is a mean of communication which help us to communicate with others in the world around. It is defined as “**The communication of meaning from one language (the source) to another language (the target)**”[16]. The main focus of the study is on the Literary Translation as it is a challenging phenomenon. It consists of audience of various types. Where the drama is aired or staged it is to be felt, understood and enjoyed by the audience.

---

\* Corresponding author.

The television Dramas aired in the 70's and 80's were enjoyed by the loyal audience. A Veteran actor **Salman Shahid** said in an interview on ATV, **“In those days there was only one state-run channel. The population was much lower than it is today and one noticed how streets used to get virtually deserted during the evening slot of popular TV plays. Some shopkeepers even temporarily closed down their shops to watch their favourite plays”**[1]. That time of Pakistani drama's history is often recalled as the 'golden era' of television. In 2000's the occurrence of Indian soaps appeared as a powerful force and spread like wildfire across the homes in Pakistan. The theme of the dramas were based on mother-in-law and daughter-in-law arguments, cunning sisters-in-law and rebirth. Under the regime of Musharraf Pakistani private television were freshly emerging. The newly emerging channels gave a visually pleasing treatment and developed a unique style of presentation of dramas and remained within the limits of realistic themes. With the advent of the changes, the audience of Pakistani plays began to increase. Our drama industry took a new turn by casting the dramas that revolved around dilemmas of our society. They give an overview of the problems, solution to eliminate these problems from society and bring important issues under consideration of authorities so that they could take action to improve the situation. Few dramas that led to revival due to powerful and realistic script are: **Meri zaat zara e Benishan, Humsafar, Shehr-e-zaat, Daastan, Udaari, Yaqeen ka Safar, Meri Guriya, Kaisa hai Naseeba** and many others.

## **2. Statement of the Problem**

It has been realised that Pakistani dramas has now reached the standards of a blockbuster after 70's and 80's, the popularity of Pakistani dramas around the world demands the need of translators. The main intention to carry out the research was to highlight the role of translation in promoting Pakistani dramas and the problems a translator faces while translating Pakistani Dramas. It also highlights reasons that Pakistani dramas consists which attracts foreign audience.

## **3. Objectives of the Study**

The main objectives of the study is to:

- highlight the need of translating Pakistani dramas
- highlight the role of translation in resurgence of Pakistani dramas
- explore the problems faced by translators while translating the Pakistani dramas
- discover the reasons behind the interest of foreigner in watching Pakistani dramas

## **4. Research Questions**

The research aims to answer the following questions:

1. Do we need translators for translating Pakistani Dramas?
2. Is there any role of translation in the revival of Pakistani Dramas in the Industry?
3. What are the problems faced by the translators while translating Pakistani Dramas?
4. Why has the demand of Pakistani Dramas increased among the various audience?

## **5. Significance of the Study**

The study helps the readers to have some knowledge of Pakistani dramas. Due to the emergence of blockbuster dramas, the need of translators to translate the dramas in particular language has increased. There was a time when the audience of Star Plus dramas was at its peak. But due to the change and realistic themes portrayed in the dramas the demand of Pakistani drama has increased not only within the country but abroad also. The study throws light on the need of translators and the role played by translation in the revival of Pakistani Drama Industry. The study also shows the problems faced by translators while translating the dramas in particular language. It ponders on the reasons behind the demand of Pakistani dramas within and out of the country.

## **6. Delimitation of the Study**

It was impossible to collect data from all Pakistani Dramas so the number of selection of drama was limited to only blockbuster dramas that were dubbed and broadcasted in other countries as well. It was also not possible to cover whole Pakistan for the survey so the selection of participants was limited to random selection from English department of “The University of Lahore”, different cities of Pakistan and Saudi Arabia.

## **7. Literature Review**

According to

**Catford (1965), “The meaning of translation is the replacement of textual material in one language by equivalent material in another language.”**By keeping Catford’s definition of translation in mind, we can understand that the main aim of translation study is to convey an intended meaning of material in the source Language (SL) into Target Language (TL). So, the meaning in SL has to be equivalent with that in TL [5].

According to

**Nida (1982, 208), “Translation is the reproduction in a target language of the closest natural equivalent of the source language message”** [14]. According to

**Saba (1996)**, due to mass media the individual lives have been changed, now people prefer to discuss different dramas on dining table instead of other social issues. People prefer to watch dramas and never participate in other social activities [17].

**Zarta (1998)** investigated that new cultural trends presented in dramas looks like Pakistani culture and viewers adopt these new cultural trends and face many problems [2].

**Maria (2005)** indicated that due to the projection of star plus dramas, sari has become most popular dress in the Pakistani society. Our elite class is adopting the sari culture instead of their Pakistani dressing culture. Translating a sentence is a challenging task as it should tell the context that the original language wants to tell and should convey proper meaning so that readers could understand the emotions, feelings and the message

behind the dialogue, message or text. According to **Larson**, “**Two things are necessary for a good translation- an adequate understanding of the original language (source language) and an adequate command of the language into which one is translating (receptor language)**”[12]. **Shahid** said, “**There is demand for Pakistan television plays, documentaries and musical. Some of the programs offered have won laurels at international festivals**”.

## **8. Research Methodology**

This research is qualitative and quantitative in nature. It investigates the need of translators along with the problem faced by the translators while translating. It also highlights the reasons behind the increasing demand of Pakistani Dramas not only within the country but also abroad. The data is collected by distributing the survey to randomly selected participants from the English department of The University of Lahore, different cities of Pakistan and Saudi Arabia. The participants were also given episodes 1 to 5 of drama “**Yakeen ka Safar**” and episode 1 to 5 of drama “**Uraan**” to highlight the mistakes which translator makes while translating Pakistani dramas and to show the importance of L1(source language) and L2 (target language).

### **8.1. Procedure**

For collection of data, 40 participants were selected randomly from the English department of The University of Lahore, different cities of Pakistan and Saudi Arabia.

They were asked to fill the survey. All participants presented their view regarding the resurgence of Pakistani dramas and the role of translation in the revival. Few participants agreed for translation to be an important element for promotion of our dramas globally. As translation of dramas is not an easy task some participants highlighted problems faced by the translators. Different websites and articles were also explored through which the comments of Indian fellows and Arab fellows were extracted that showed the impact of our dramas and the need of translation as a necessary tool for communicating our culture and tradition globally.

### **8.2. Data Analysis**

The survey technique was used for data collection. The Survey comprised of 5 questions. Two open ended questions and 3 closed ended question. At the end the last question was asked about the views of participants regarding translation and the Pakistani dramas.

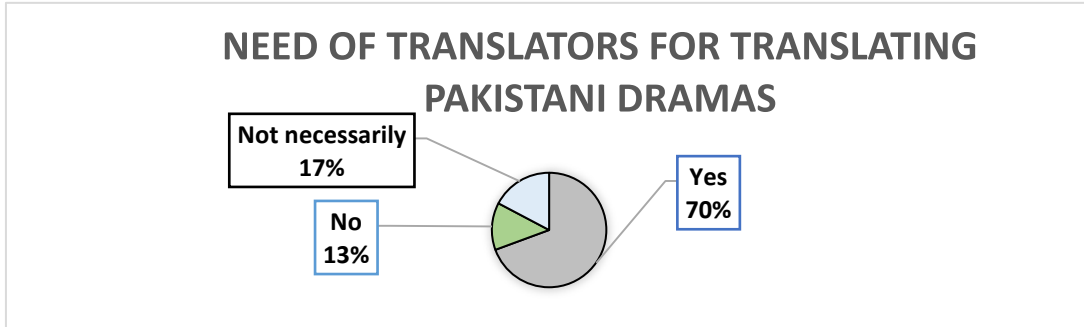
The survey was send to the randomly selected participants via Whats app. The answers of the questions asked in survey are given below with a Pie diagram analysing the correct percentage for better understanding.

#### **Question No. 1**

**Do we need translators for translating Pakistani Dramas?**

**Table 3**

Options	Participants	Percentage
Yes definitely	28	70%
No	5	13.51%
Not necessarily	7	17.50%



**Figure 1:** Need of Translators for Translating Pakistani Dramas

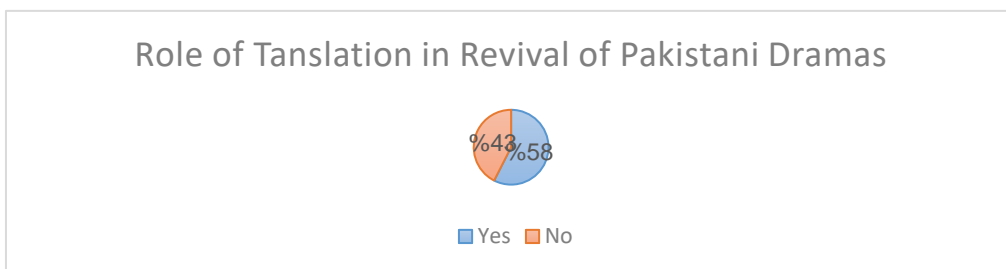
The figure 1 shows the percentages of the answers recorded by the participants. **70%** participants responded as ‘**Yes**’ to the need of translators for translating Pakistani dramas. **13%** participants responded in ‘**No**’ to negate the need of translators. And **17.50%** responded as ‘**not necessarily**’ in response to the need of translators to translate Pakistani dramas.

**Question No. 2**

**Is there any role of translation in the revival of Pakistani Dramas in the Industry?**

**Table 4**

	Participants	Percentage
<b>Options</b>		
Yes	23	57.50%
No	17	42.50%



**Figure 2:** Role of Translation in Revival of Pakistani Dramas

The figure 2 shows the percentages of the answers recorded by the participants. **58%** participants responded as ‘**Yes**’ to role of translation in revival of Pakistani dramas where as **43%** responded ‘**No**’ to negate the role of translation in resurgence of Pakistani dramas.

### **Question No. 3**

#### **What problems are faced by the translators while translating Pakistani Dramas?**

It was a closed ended question 40 responses were recorded to analyse the question. In contrast to the survey episode 1 to 5 of drama “**Yakeen Ka Safar**”, and episode 1 to 5 of “**Uraan**” were selected to highlight the translation error done by the translators due to lack of L2 (target language) knowledge. The recorded responses of the participants are given below. It is also pertinent to mention that these responses are given as received with wrong spelling, punctuation, and sentence structure.

1. No problem
2. They know better than us
3. The translation was good but it wasn't translated to the pure arabic “fus’ha”, rather to Syrian arabic. Syrian arabic was a success in dubbing the Turkish drama, since Syrian and Turkish are culturally closed to each other. They have similar face features. it feels wired at first, what you receive with your eyes isn't compatible with what your ears are receiving. The drama had no technical terms which usually create issues in understanding. in few scenes the actors were saying urdu poetry by Iqbal, and it was a disaster. I've grown reading poetry of Iqbal but it was translated so well by arabs poets. It was so well that it made me think that Iqbal was an Arabic poet. The Syrian translation isn't rich, lots of the scenes I feel that the conversations are repeated.
4. To match lipsing
5. I think there s no any kind of problem in this era
6. Translator cannot give the voice with the same expression given by the pakistani actor ...some punjabi words are difficult to translate into other languages strong vocabulary will be needed
7. I don't think so they are facing any sort of problems bcz nothing in the tone or expression is ambiguous
8. Yes
9. I dont think that translators face any problem while translating pakistani dramas because the language is so easy to understand and translate.
10. The natural effects of expressions surely lost its values while translating them.
11. Many words that are used in Pakistan but not in other countries
12. Use of some specific cultural proverbs in Urdu language can't be translated in another language. Their translation is not effective. So this is a major problem faced by the translators.
13. Cultural differences ,religious differences as well.
14. Undoubtedly,translation is a art for the few,being a translator much more than bilingual,it is about to being able to interpret the message suitably,according to its purpose.
15. I think the use of urdu idioms and words with situation make the dialogues more interesting but they are not easy to be translated in other languagues to produce that interest among non urdu speaking

audience

16. No idea
17. Don't know
18. They faced lot of problem while translating of dialogues,story,specially word choices,tense,and how to bring reality among the conversation of characters.
19. nothing .....
20. missing words, not exact meanings, problem in translating proverbs.
21. I think no one
22. subtitle is all they want
23. Translating culture
24. Most of the audience from abroad are Indians and Bengali etc, for them, only difficult vocabulary like pure Urdu is a problem.
25. Sector problem.
26. Local slang terms
27. I dont think ...theres any problem....if there is, idont know
28. Sector issues ,language issues
29. Cultural clashes
30. Because language or concept might be tough.
31. I think economic problems
32. Don't know, am not a translator.
33. Don't know, am not a translator.
34. They can translate the words but can't translate the cultural aspects behind the usage of words or language.
35. Cultural differences, religious approache, geographical differences and language as well because it's difficult to translate emotions from one language to another.
36. Work without recognition
37. language structure ,cultural differences,etc
38. No idea
39. I think there will be no problem,any drama has not been translated yet .The words are quite easy to convey the message if Pakistan make effort for this.
40. How on earth would I know that !?! I am not a translator !

Now to prove the statement that translators do face problem while translating the Pakistani dramas we selected two dramas that were already translated in English via subtitling. The misunderstanding of words, phrases, and idioms due to lack of L2 (target language) leads to errors in translation. For instance, look at the table given below. The table contains the analysis of episode 1 to episode 5 of drama “**Yakeen ka Safar**”. The drama “**Yakeen ka Safar**” depicts the journey of a young **Dr. Zubia Khalil (Sajal Ali)** and how she meets **Dr. Asfandyar (Ahad Raza Mir)**, both faced equal challenges in their environment which changed their personality over time. It initially shows how **Barrister Daniyal (Shaz Khan)** and **Geeti (Hira Salman)** fall in love after their arranged marriage and how Daniyal faced opposition against his family when he decided to take

Noori's (Suhae Abroo) case, a young village girl who was raped by political leaders. Simultaneously Zubiya belonged to a conservative family where her father kills her mother in anger and no one can stand against him. The drama is penned on their journey which changes their life overtime. The drama was aired on April 19 till November 1, 2017.

**Table 1:** Words analysed in episode 1 to 5 of drama “Yakeen ka Safar”.

Urdu words	Translated English
نکاح	Nikkah
کیا بات ہے بھئی؟	How about that?
بسم اللہ کریں	
میت	Body
نامحرم	Non- mehram
محترمہ	Women
ڈبل روٹی	Roti
صدقے واری جاوا	
بارات	Baraat
سگی پھوپھو کی بیٹی	
خالہ امی	
ڈانٹ	Lecture
نیٹ کا ڈوپٹہ	
مرحومہ	
حلوہ	Halwa
چنے کی دال	Beans
زیور	Gold
زکوٰۃ—خیرات	Charity
میرا غرور۔ میرا فخر	
سجنے سنوارنے	
لوفر	
بجلی گرانا	Amazing
سیدھی سادھی بھولی بھالی	
غسل	Gusal
حرام خور	
ہاتھ جوڑنا	Beg
گرما گرم	
جی حضوری	Calculated
میری جان	
چھوٹا منہ بڑی بات	
آٹا دال کی بوریاں	



مفت سلائی مشین	
بیواؤں	
رئیس	
بچپن کی سبیلیوں	
چوکی	
کمی کمین کی بیٹی	
پاپڑ	Papar
انس کریم	Ice- cream
صوبائی اسمبلی	
وفاقی وزیر	
سینٹر	
جولی بھر بھر کے دعائیں	
انارکلی	
دلہن	
مفت کی نوکرانی	
بنت حوا فاؤنڈیشن	Foundation
کھٹارا	
دوپہر	
بد کردار	
	Kidnapped
	opposition leader
	Blackmail
	Barrister
	Seminar
	Enrolment
	Drink Tea
چادر	Chaddar

The Urdu words are extracted from the dialogues conveyed from episode 1 to 5 from the drama “**Yakeen ka Safar**”. There are few words that are not translated in English it may be due to lack of understanding and knowledge of the translator. The lack of L1 (source language) and L2 knowledge (target language). The word “**Kameen (کمین)**” is a Punjabi word used for “the one in villages doing small household jobs and have small conservative thinking”. The word was not translated in English. Likewise there were other words too like, بسم اللہ, جولی بھر بھر کے دعائیں, لوفر, جی حضوری, خالہ امی, سگی پھوپھو کی بیٹی, سیدھی سادھی بھولی بھالی, صدقے واری جاوا کریں, were not translated in English, the words enlisted belong not only to Urdu speaking community but to Punjabi speaking community as well and the translator cannot understand the proper sense of the delivered dialogue until he is well aware of the native languages spoken in Pakistan.

Table 2 presents the analysis of episode 1 to 5 of drama “**Uraan**”. **Uraan** drama was aired on TV on 6 November 2010 till 12 March 2011. “**Uraan**” is the story of **Sana (Aamina Sheikh)**, **Sawera (Zhalay Sarhadi)** and **Ayesha (Saba Qamar)**, three educated Pakistani women who are total strangers to each other. By a twist of fate, they eventually find themselves linked to each other in the most shocking way imaginable.

**Table 2:** Analysed words from episode 1 to 5 of drama “**Uraan**”

Urdu words	Translated English
السلام علیکم	Hello
گھوم پھرو	
جان مارنا	Effort/ hard work
ارے	
بھوت بنگلہ	
شے ( باتوں کی وجہ سے شے ملی ہے۔	
غلط فہمی	Mistake
وہم و گمان	Knew
مہرون	Maroon
چکر	Trip
مشورا	Input
پیر فقیر	Spiritual leader
چاند	Pretty
روسٹ	Roast
بیٹا	Child
کچہری	Court
کچھ ہو گیا	Die
باتھ اٹھانا ( مارنے کے لیے)	Hit
منہ دکھائی	Wedding night
	Coffee
	Models
	Taste (in shopping)
	Promo
	Charity walk
	Boutique
	Design
	Launch
	Director
	CV
	Email
	Stage Drama

	Master shot camera
	Ratings
	Anniversary
	Reading
	Cousin
	Media
	Card
	Gallery
	Banker
	Book launch
	Invitation card
	Outfit
	Mature
	Interview
	Sweet
	Beautician
	Doctor
	Jewellery
	Cigarette
	Account
	Schedule
	Lipstick shade
	Fashion designer
	Missed call
	Editing
	Clinic
	Emergency
	Screen
	Homework
	Report
	Horn
	Department

The Urdu words are extracted from the dialogues conveyed from episode 1 to 5 from the drama “**Uraan**”. There are many words that show lexical borrowing from English Language to Urdu as the words were spoken by the speaker of dialogue in English For instance, **Coffee, Models, Taste (in shopping), Promo, Charity walk, Boutique, Design, Launch, Director, CV, Email, Stage Drama, Master shot camera, Ratings, Anniversary, Reading, Cousin, Media, Card, Gallery, Banker, Book launch, Invitation card, Outfit,**

**Mature, Interview, Sweet, Beautician, Doctor, Jewellery, Cigarette, Account, Schedule, Lipstick shade, Fashion designer, Missed call, Editing, Clinic, Emergency, Screen, Homework, Report, Horn, Department.** There are some words that were not translated by the translator for instance, the words گھوم پھرو, ارے, بھوت بنگلہ, ارے (باتوں کی وجہ سے شے ملے), شے (شے), aray (ارے). So, it is concluded that translator faces while translating Pakistani dramas. A translator is supposed to have knowledge of L1 (source language) and L2 (target language). “**Daastan**” one of the best TV serials on India-Pakistan partition along with “**Tamas**” and “**Buniyaad**”. Based on the novel *Bano*, by Razia Butt. It was broadcasted in India as ‘**Waqt Ne Kiya Kya Haseen Sitam**’ in 2015 on Zindagi.<sup>[6]</sup> It was a tragic love story of Bano (Sanam Baloch) and Hassan (Fawad Khan) who get separated during India-Pakistan partition. Bano is kidnapped by a man in India who she believes will take her to Pakistan one day. In their time apart, Hassan gets engaged to Rabia (Mehreen Raheel). When Bano returns, she feels disheartened by the state of Pakistan as someone tries to rape her. The show beautifully captures the tragedy of those who suffered massive losses during the partition. A participant from **Saudi Arabia** was asked to watch Pakistani drama “**Daastan**” and give her views regarding the Pakistani dramas and the translator errors if she finds any. As the drama was dubbed in Arabic “**حب لا يعرف الحدود**” she was unable to find translation error the recorded response is as follows. It is pertinent to mention that the response given below is as received by the researcher with wrong spelling, punctuation, and sentence structure. The recorded response is: “I can’t tell if the translation had errors. Since the drama was dubbed into Arabic. But I was sure when I heard the words “Bravo” and “bye” that these are wrong and unsuitable with the place and time of the events. The actors were able to express a wide range of emotions. I think sad and fear expressions were expressed better than happy emotions. One issue is that expressing one emotion take longer time than needed. The indian culture had been always fascinating culture to the arabs, but because of their religions we should be aware of their wrong beliefs. The Pakistani culture is a unique mixture it shares lots of things with Indian culture but it has a set of islamic values that makes it authentic not only as a culture in the drama but it also affect the dram production, I expect that story writers and directors of this culture and background would avoid scenes of dancing, nudity, and inappropriate romantic scenes. The drama showed everyday activities like cooking, cleaning, sewing, doing embroidery work, combing hair, applying kohl, and wearing hijab. These small things have huge effect, and can help the viewer to picture their actual life.” (Shahad Bazara, Physics teacher for High School, American Diploma Program, Riyadh Najed School).

#### **Question No: 4**

#### **Why has the demand of Pakistani Dramas increased among the various audience living abroad?**

It was close ended question and the participants were asked to answer the question. 40 responses were recorded and the responses are given below. Here, it is pertinent to mention that these responses are given as received by the researcher with wrong spelling, punctuation, and sentence structure. The recorded responses are:

1. Because dramas not lengthy.
2. Because of decent stories

3. I can't tell if it increased or not, last week was my first time to watch a Pakistani drama "dastaan". I was thinking of watching other Pakistani drama. In "dastaan" the story was original, the directing was original and unique.
4. Bcz most of the stories are based on reality. And they show the real face of society.
5. Because these are life like
6. Pakistani drama shows the reality in life we face ..dramas are short so people dont get bore.they are interesting and give some morals to the people
7. There multidimensional approach, true depiction of society, effective acting and advancement according to the new world has increased its audience throughout the world..
8. Yes
9. Because pakistani dramas based on reality and show the real face of society. Pakistani dramas show the remarkable entertainment and also have much variety to entertain.
10. Because, Pakistani dramas based on some effective lessons, either it is moral, social, ethical, cultural or religious.
11. Because pakistani dramas are based on real fact that happened in our society.
12. Because their events depict real life. No supernatural things are present in them.
13. Because they are based on reality.
14. It has moved from stereotypical storyline to unprecedented content more appealing to our cultural and social factors.
15. Because Pakistani dramas basically show the society problems that everyone faces
16. For being Original and near to reality.
17. Peaceful Society representative & an awareness to social issues
18. Because of realistic approach ,and true reflection of society ,stories are based on actuall common topics of a common individual and so on.
19. to translate in other language.....
20. Based on reality, society,culture, tradition and also gives the moral lesson.
21. Because they are true representation of social actions and didactic
22. the setting is more important
23. Because of their stories and limited episodes
24. Because the content of the dramas are mostly reality based and entertaining at the same time.
25. Because it depict reality.
26. Because of its lively and realistic content
27. Due to the stories based on the facts of society and the reality in happenings
28. Only way to connect with country
29. Because of moral lessons
30. Because they are really good fantastic and reality base ..
31. Because of our culture+traditions
32. Maybe due to the themes and topics being displayed. As a drama is representative of a culture so maybe people are interested in Pakistani culture. I think Another point can be that Pakistani dramas are realistic; displaying real life problems and issues. #less\_ficticious

33. Maybe due to the themes and topics being displayed. As a drama is representative of a culture so maybe people are interested in Pakistani culture. I think Another point can be that Pakistani dramas are realistic; displaying real life problems and issues. #less\_fictitious
34. They depict the aspects of life within a society in a realistic way.
35. Because their themes are reality based and also the plots are well constructed. And the characters are lifelike.
36. Quality script
37. Because Pakistani dramas are close to reality that's why the audience want to see.
38. Variety of topics
39. The stories are based on our (basically every) society problems that people normally face in daily life.
40. Maybe because of the subjects they focus on

On 28<sup>th</sup> July 2017, Meenakshi Thakur answered a question on comparison of Indian and Pakistani dramas on Quora. Enlisted below are the answered qualities that Pakistani dramas have and make them unique from Indian dramas:

- **Realistic stories:** No identical faces, no rebirth, no paranormal things, no young grandmothers, no marriages and divorces again and again, no excess kidnappings and murders, no Saas-bahu drama.
- **Less episodes:** Yes. If you want to watch a Pakistani drama, it will not take your 15 years. They usually have 20–30 episodes.
- **They will give you some real life lessons:** You will end up learning so many lessons and you'll find that watching a serial was actually a quality time.
- **Everything will be natural there:** You'll find the characters very natural and you'll find a character living your life. You can directly relate to them.
- **Their heroes are not always right and villains are not always wrong.** They beautifully show how the thought process of a person transforms. And they can show this only in a few episodes.
- **They don't deviate from the story:** usually Pakistani serials are based on some novel. They pick up a very strong theme and stick to it. They will be justifying the title and first episode till the end [21].

In an article “*Pakistani Drama Serials Touching Indian Hearts*” published in *Times of India*, Avneet Kaur says, “**The serials are close to reality. I am a big fan of these serials only because of their concept. The best thing is that they don't wear tons of makeup and jewellery while eating and sleeping. They live real lives. Also, the stories are mostly women-oriented and that is one thing I like the most about them**”[3]. Bollywood veteran actress Kajol said: “**They have good content and the language is extremely pleasant to hear**”. Moreover she feels that **Indian television producers have a lot to learn from Pakistan’s serials which are much shorter and crispier in comparison**”[3]. Drama serials produced by Shoaib Mansoor ‘Sunehry Din’ and ‘Alpha Bravo Charli’ and Shoman series create a strong impact on youngsters to join army. Even Indian directors inspired by the Shoman series, one example is Farhan Akhtar who considers shoman while picturizing his movie ‘Lakshya’. Two dramas on war time operations of navy in 1990s were ‘Ghazi Shaheed and Operation Dwarka’. Pakistani drama “Humsafar” gained the status of blockbuster after 80’s and 90’s and people were greatly influenced by the story and the plot that it was highly in demand by the

audience in Pakistan and out of the country. People were encompassed in **“Humsafar Mania”**. There were parodies made on YouTube and the pictures were highly uploaded on Facebook. Television actress **Attiqa Odho**, who was starred as one of the protagonists of **“Humsafar”** said, **‘It feels good to see our audience come back home after being distracted for a while. I for one am not surprised at this revival of Urdu drama as I have always known that this particular form of storytelling is a gift we Pakistanis own and no one can match it, regardless of other markets having bigger budgets, better production facilities and more resources.’**The international broadcast of **“Humsafar”** drama that shows the foreign audience interest to broadcast the drama on their channel is given below:

**Table 5**

International broadcasts [ edit ]

Country	Local title	Network	Premiere date
 India	हमसफर	Rishtey TV	July 5, 2013
 United Kingdom	Hamsafar	Hum Europe	August 17, 2014
 India	Humsafar	Zee Zindagi	October 14, 2014
 United Arab Emirates	رفیق الروح	MBC Bollywood	April 2, 2016
 Saudi Arabia	رفیق الروح	MBC Bollywood	April 2, 2016

The picture is taken from Wikipedia that **“Humsafar”** drama was broadcasted in **United Kingdom, United Arab Emirates and Saudi Arabia** and twice in **India** [9]. The **Zindagi TV** channel in India broadcasts Pakistani dramas. Obviously, it was not possible to enlist all the dramas so the screenshot consists of few names of drama with date and year aired on the channel [41].

**Table 6**

Formerly broadcast [ edit ]

Name	Broadcast dates
<i>A Love Story</i>	March 6, 2017 - June 12, 2017
<i>Aadhe Adhoore</i>	14 December 2015 – 12 April 2016
<i>Aaina Dulhan Ka</i>	10 November 2014 – 13 December 2014
<i>Aaj Rang Hai</i>	3 February 2015 – 21 March 2015
<i>Aaja Sajna Miliye Juiye</i>	22 June 2015 – 12 August 2015
<i>Aapki Antara</i>	23 May 2016 – 10 September 2016
<i>Agar Tum Saath Ho</i>	3 October 2016 – 25 March 2017
<i>Arranged Marriage</i>	11 March 2016 – 5 April 2016
<i>Ashk</i>	29 October 2015 – 12 December 2015
<i>Aunn Zara</i>	23 June 2014 – 12 July 2014
<i>Azar Ki Ayegi Baraat</i>	21 September 2015 – 6 October 2015
<i>Badalte Rishtey</i>	28 May 2015 – 14 August 2015
<i>Babul Ki Duwayen Leti Jaa</i>	23 May 2016 - 10 September 2016
<i>Badi Aapa</i>	7 November 2014 – 2 December 2014
<i>Shukk</i>	24 December 2015 – 25 January 2016
<i>Shukriya</i>	9 August 2015 – 1 November 2015
<i>Simply Beautiful</i>	4 May 2015 – 1 July 2015
<i>Sitangar</i>	28 November 2015 – 21 December 2015
<i>Snowdrop</i>	January 16, 2017- May 25, 2017
<i>Tere Ishq Mein</i>	13 October 2014 – 5 November 2014
<i>Teri Berukhi</i>	11 March 2016 – 4 April 2016
<i>Teri Raza</i>	25 May 2015 – 17 September 2015
<i>Tanhai</i>	17 August 2015 – 26 September 2015
<i>Thakan</i>	31 August 2014 – 21 September 2014
<i>Total Dreamer</i>	10 April 2017 – 7 September 2017
<i>TV Ke Uss Paar</i>	3 October 2016 – 11 March 2017
<i>Vasl</i>	2 May 2016 – 22 May 2016
<i>Waqf Ne Kiya Kya Haseen Sitam</i>	23 March 2015 – 1 May 2015
<i>Ye Galiyaan Ye Chaubaara</i>	8 December 2014 – 26 March 2015
<i>Yeh Phool Sa Naazuk Chehra</i>	11 January 2015
<i>Yahan Pyar Nahi Hai</i>	19 October 2015 – 29 November 2015
<i>Yeh Sasural Bemisaal</i>	5 April 2015 – 2 August 2015

The drama **“Zindagi Gulzaar Hai”** was premired in 2012 on Hum TV in Pakistan. It was based on a novel by

**Umera Ahmad** and was also inspired from **Jane Austen's "Pride and Prejudice"**. It was a love story of classic poor girl **Kashaf ( Sanam Saeed)** and rich boy **Zaroon (Fawad Khan)**. The story focussed on women's struggle in the orthodox Pakistani society. The show instantly became a hit in Pakistan. It was premiered on the **MBC Group** in January 2014, in eleven **Arab countries**, on Hum TV on March 2014, in **Europe** and **Zindagi** on 23 June 2014. It has aired in **eleven Arab** countries, several **European** countries, **India** and **six times in Iran** [47]. And now the drama is inspired by the Indian actress (**Alia Bhatt**) so much that she is watching the drama to prepare for her role in the movie "**Kalank**". Not only in India, Pakistani dramas are also widely spread among the audience of **Saudi Arabia**. **Dr. Awwad bin Saleh Al-Awwad** (Saudi Arabia's Minister for Information) had visited Pakistan last September to discuss how the two countries could broaden their relationship in the fields of media and culture. **Fawad Chaudhry** (Pakistan information minister) visited Saudi Arabia on the invitation of **Prince Badr bin Abdullah bin Farhan** (Saudi Culture Minister) and said that, "**Saudi Airlines would soon include Pakistani television dramas in their in-flight entertainment**" [18]. **Shazia Sikander** (Director International Relations at Pakistan's state TV) said: "**We have selected two very popular dramas, Dhoop Kinare (Sunlight's Edge) and Tanhaiyaan (Loneliness), for Arabic subtitles and we will be able to send Dhoop Kinare to Saudi Arabia by June this year.**" [18] She further said that, "**This is the first time that Pakistan Television is subtitling Pakistani drama into Arabic for Saudi viewers**" [18]. Here is a tweet from *Arab News Pakistan* that was posted on 3<sup>rd</sup> April 2019,



Figure 4

"**Humsafar**" was dubbed into Arabic and broadcast by **MBC** in the Middle East, under the name **Rafeeq-Al-**



**Rouh** (رفيق الروح). The show gained popularity after its 1<sup>st</sup> episode aired on the channel. It was also broadcasted in different countries the dates along with the channel and country are given below:

**Table 7**

### International broadcasts [edit]

Country	Local title	Network	Premiere date
 India	हमसफर	Rishtey TV	July 5, 2013
 United Kingdom	Hamsafar	Hum Europe	August 17, 2014
 India	Humsafar	Zee Zindagi	October 14, 2014
 United Arab Emirates	رفيق الروح	MBC Bollywood	April 2, 2016
 Saudi Arabia	رفيق الروح	MBC Bollywood	April 2, 2016

“**Aisi Hai Tanhai**” another blockbuster drama in 2017. The story of the drama revolve around two main characters **Pakeeza (Sonya Hussain)** and **Hamza (Sami Khan)**. The drama talks about how social media can become a curse for some one’s life and destroy everything. The most important theme of the drama was regarding trust in relationship. Hamza’s love is all that Pakeeza wishes for. Her blind trust on him completely destroys her life. To prove her love for Hamza, she sends inappropriate pictures to him without thinking about the problems she could face afterwards. In result of those pictures, Pakeeza’s elder sister **Kinza (Nadia Khan)** has to face problems in her married life. Hamza marries Kinza because this is the only way he can pardon himself with this big sin. “**Aisi Hai Tanhai**” talks about how social media can become a curse for some one’s life and destroy everything [4]. The drama was dubbed in **Arabic** and is currently broadcasting under the title **Karamati (كرامتى)** on **MBC Bollywood** on **6th August 2018** [8,19]. Actor **Sami Khan** said to “*Images*”, “It’s really nice to see good Pakistani content and projects being dubbed for viewers around the globe. It proves that good content has viewership around the world. The world is actually becoming a global village. A talent has no boundaries now. And congrats to the whole team — **Fahad Mustafa** and **Dr Ali Kazmi** for attempting such different content as producers, the writer for the amazing dialogues and the director for perfect execution. And all the co actors for putting their heart in the characters. Hope the international audience loves it the way it’s loved in Pakistan”[8]. The leading lady **Sonya Hussain** shares while speaking to “*Images*”:

“I play the titular character of Pakeeza, she’s your average Karachi girl but due to some reasons, the world turns against her. I don’t want to give away too much for I want my audience to see for themselves, but every Pakistani girl will find some aspect of Pakeeza in them. The story challenges patriarchy very differently. It’s fresh, subtle and definitely something to watch out for”[7].

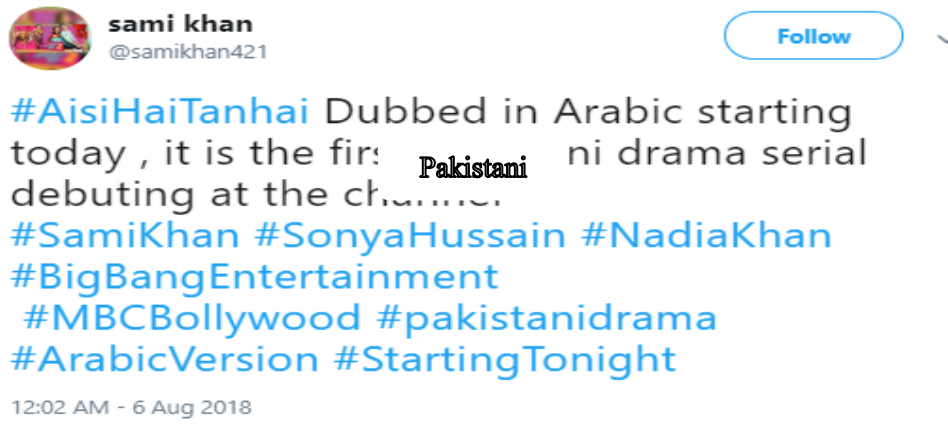


Figure 5

After seeing the above images what is your views regarding translation of Pakistani Dramas? Do we really need to translate the dramas in other languages?

At the end of the survey the participants were given three pictures to read and give their views regarding the need of translating Pakistani dramas. The images provided to the participants included:

1. Alia Bhatt (Indian Actress) inspiration by Kashf Murtaza (Sanam Saeed) role from drama “Zindagi Gulzar Hai” for her upcoming movie “Kalank”.

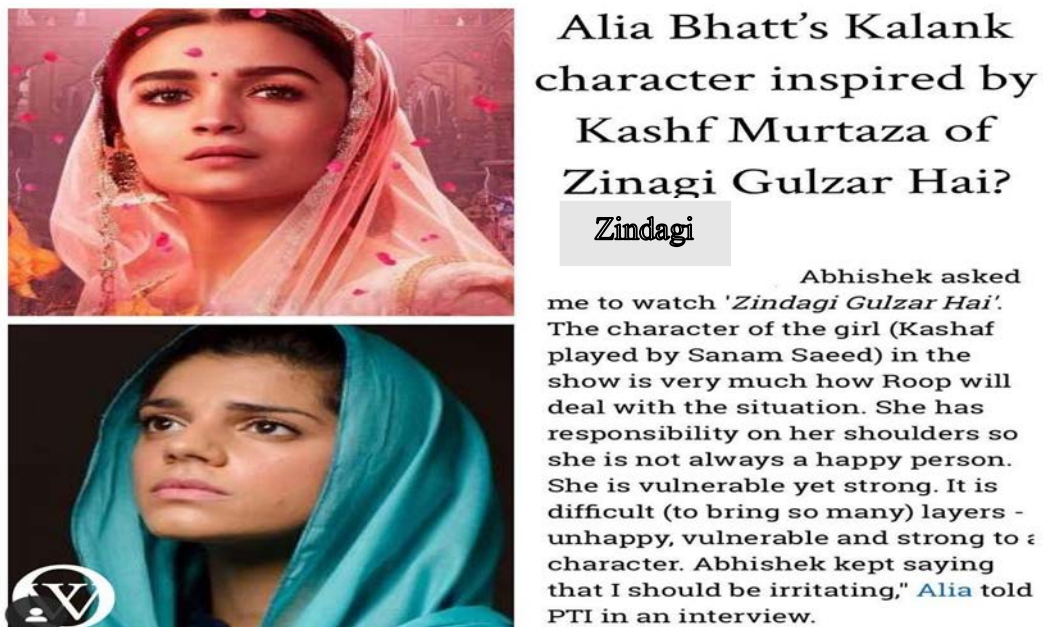


Figure 6

2. The second image consisted of comments on twitter by Indian Fellows regarding Pakistani dramas to be aired in India. [13]

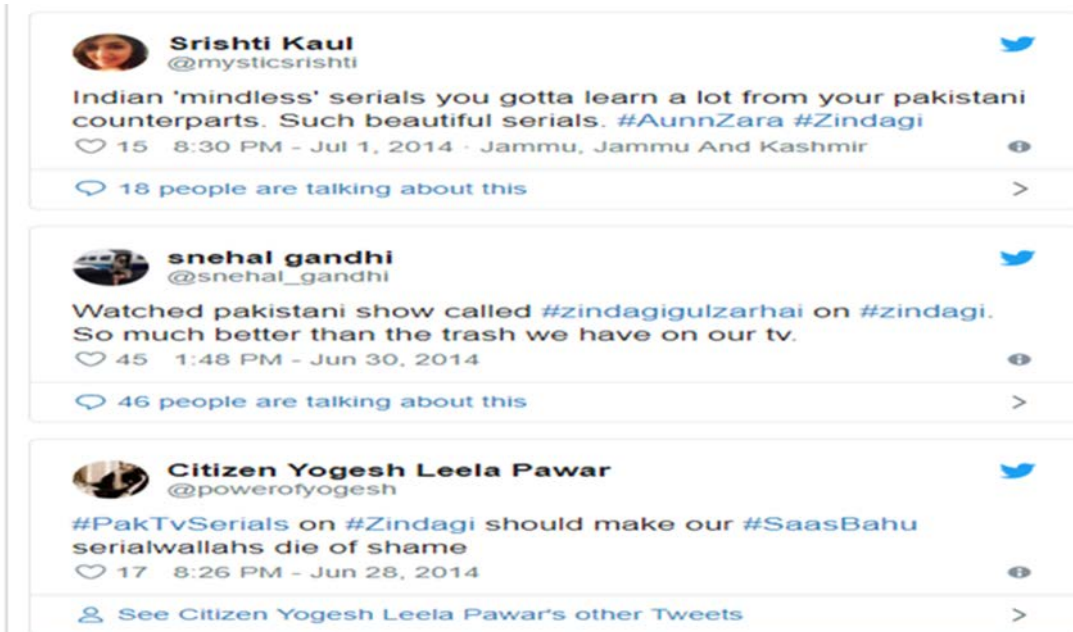


Figure 7

3. The third image was taken from a website highlighting the comments of Arab fellows regarding Pakistani dramas aired in their countries. [15]

The serial *Humsafar* was dubbed into Arabic and was recently aired on MCB-Bollywood (a middle-east channel) with the name *Rafeeq-Al-Rooh* which means *Soulmate* in Arabic. It took no time for the show to gain immense popularity and after a few episodes, it became the most watched serial on the channel and was declared a huge hit. Previously, Pakistani dramas were not recognized much in the Arabic world because Arab's already have so much variety to choose from, but now Pakistani dramas have also entered the Arab market and has carved a niche for itself. This is a moment of sheer joy for all of us Pakistanis!

Here are a few comments on the show on MBC Twitter page:

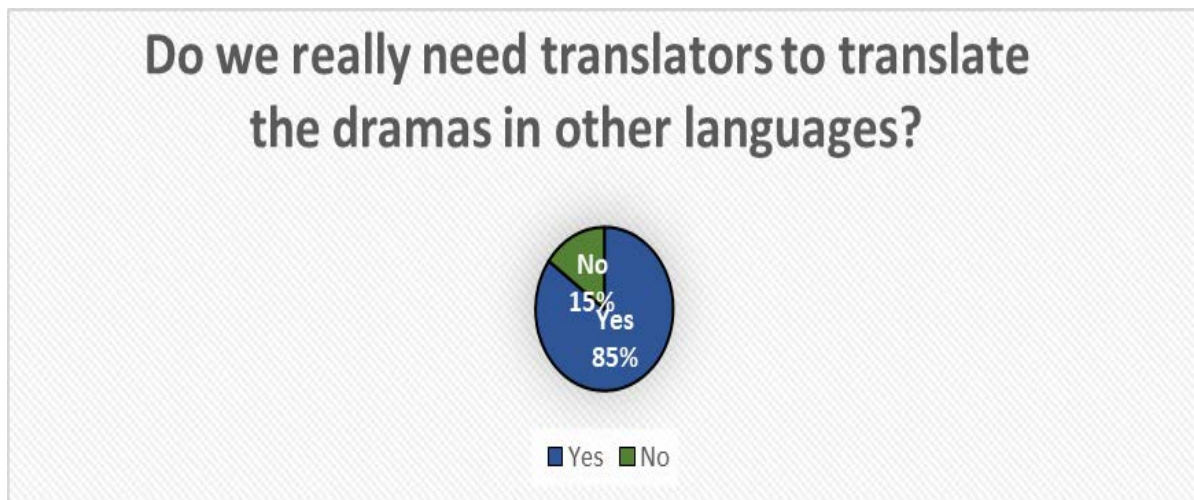


Figure 8

The recorded responses are as follows but it is pertinent to mention that these responses are given as received by the researcher with wrong spelling, punctuation, and sentence structure.

1. If the Pakistani dramas are in other languages than the dramas more famous. That's it.
2. Yes, because it promote our industry... No, because there are alot of languages in the world how can our people will manage it
3. Yes, the pakistani drama are conservative, suitable for the whole family, it's embarrassing watching Indian movies with lots of dancing and wearing clothes not appropriate to wear as Muslims
4. Yeah definitely we must use translator to promote our industry in other countries e. g china, japan... etc
5. Yes
6. Yes we need to translate them in other languages
7. No doubt it is the need of the hour to translate it in other languages. Even some specific linguists should be hired on proper salaries in this regard.. This is the best way to get popularity and last but not the least our culture will be shown in different parts of the world which is a good sign indeed...
8. Yes
9. Very happy to see the positive comments. Yes of course, this step make our country and pakistani industry to gain immense popularity.
10. At some extent, we should translate our dramas to save our industry, to make it more popular and to show our cultural values.
11. Yes , pakistani dramas should be Translated in other languages
12. Yes, of course they should be translated in other languages .They are really worth watching.
13. Yes
14. The content is presented the face of our particular culture to approach the global audience for literal depiction of our values and translation is inevitable.
15. Yes ofcourse
16. Yes we need to translate in a lot more languages so peoples can get to know our culture and norms, that how peaceful and civilised we are.
17. Yess it's useful
18. Yes,we do really need translater beacuse majority of people didn't know urdu language but they are enthusiastically attached to see the actual story of Pakistani dramas.
19. I think so no.....Pakistani people watch Pakistani dramas not others.....□
20. yes we need to translate it make the pakistani drama industry famous and foreign knows about our religion and culture.
21. No need
22. yes for others it is a need
23. Yes definitely
24. We should translate our dramas in other languages as it's the best way to promote our industry and our culture.
25. Yes we need
26. Yes certainly
27. You should if its possible easily ....and if they have demand there
28. Yes
29. Yesh

30. Yes .. Because they can enjoy much better from their language as compare to pakistani language
31. Ofcours yes it will do great help in promoting our culture traditions and religion as well.As we know people of different religions are greatly inspired by islam now a days so we can promote it by dramas...
32. Yeah! Definitely all above mentioned responses are positive. If international audience is loving it then why not to promote our culture and creativity. So yes! They should be translated.
33. Yeah! Definitely all above mentioned responses are positive. If international audience is loving it then why not to promote our culture and creativity. So yes! They should be translated.
34. Yes indeed! In this way, we can possibly transmit our culture as well as improve the interests of foreigners in learning of Urdu language. And many foreigners are doing so.
35. Yes
36. Yes, for global audiences
37. Yes, Pakistani dramas should be translated in other languages they have unique themes and moral lessons.Through this our language and drama industry also get promote.
38. Yes they should be translated and promoted in other countries as well
39. Yes, definitely. The Pakistani dramas are liked by India bcz they can underdstand easily, if it would b translated there will be much positive response.
40. No !



**Figure 3:** Do We Really Need Translators to Translate the Dramas in Other Languages

The chart shows that almost **85%** of participants favoured in need of translators for translating Pakistani dramas whereas **15%** negated to the need of translators for translating Pakistani dramas.

## 9. Conclusion

Pakistani television dramas play an active role and participates in giving awareness to audience about certain issues through its contents. They give awareness and create positive attitude among audience for betterment of society and social reformation. Due to change and reality based themes portrayed in the dramas the audience of Pakistani plays began to increase. At Present, drama industry in Pakistan has come into its own with serials like

Humsafar, Aisi hai Tanhai, Zindagi Gulzaar Hai, Daastan, Uraan, and many others doing record business. The change in storylines and reality based themes demanded Pakistani drama industry to promote the dramas out of the countries as well. Today, there are various dramas dubbed and translated in other languages and played in respective countries and the chain is going on. The important thing is that translation is not an easy task. A translator has a huge responsibility to convey the emotions and meaning from one language to another. He/ She needs to take care of the correct knowledge of language spoken in the particular language he / she is to translate the text. We do need translators for the promotion of our cultures and traditions abroad but there is a need of such translators who can convey correct meaning of the message being delivered. So, the study concludes that translation has an importance role in resurgence of Pakistani Dramas to the international audience.

## References

- [1]. Abbas, S. H. (2013, Jan 29). The New Age of Pakistani Tv Drama. Retrieved from <https://www.youlinmagazine.com/story/the-new-age-of-pakistan-tv-drama/ODM=>
- [2]. Ahtesham, Z. T. (1998). The Effect of PTV dramas on the wedding ceremonies and thoughts. Unpublished master's thesis, BZU, Multan, Pakistan
- [3]. Afzal, A. (2015, June 13). Pakistani Drama Serials Touching Indian Hearts. Retrieved from <https://www.brecorder.com/2015/06/13/245643/pakistani-drama-serials-touching-indian-hearts/>
- [4]. Aisi hai Tanhai. (n.d.). Retrieved from Wikipedia: [https://en.wikipedia.org/wiki/Aisi\\_Hai\\_Tanhai](https://en.wikipedia.org/wiki/Aisi_Hai_Tanhai)
- [5]. Catford, C. J. A Linguistic Theory of Translation: an Essay on Applied Linguistics Oxford University Press, London (1965).
- [6]. Dastaan. (n.d.). Retrieved from wikipedia: [https://en.wikipedia.org/wiki/Dastaan\\_\(TV\\_series\)](https://en.wikipedia.org/wiki/Dastaan_(TV_series))
- [7]. Haq, I. U. (2017, november 6). Images. Retrieved from Sonya Hussyn will be challenging the patriarchy in TV drama Aisi Hai Tanhai : <https://images.dawn.com/news/1178766>
- [8]. HAq, I. U. (2018, September 20). Images. Retrieved from Cyberbullying drama Aesi Hai Tanhai gets an international release: <https://images.dawn.com/news/1180617/cyberbullying-drama-aesi-hai-tanhai-gets-an-international-release>
- [9]. Humsafar. (n.d.). Retrieved from Wikipedia: <https://en.wikipedia.org/wiki/Humsafar>
- [10]. Imtiaz, S. (1994). Mass Communication. (3rdEdn.) Lahore.ch.najeeb ahmad, Pakistan.
- [11]. Kaiser, M. (2005) .The Effects of Electronic Media on Children Ages 0-6.
- [12]. Larson, M. L. Meaning-based Translation: A Guide to Cross-Language Equivalence. United States of America.: University Press of America. 1984.
- [13]. Meraj, A. (2014, July 4). Pakistani Dramas in India Yay. Retrieved from The Express Tribune Blog: <https://blogs.tribune.com.pk/story/23091/pakistani-dramas-in-india-yay/>
- [14]. Nida (2000). Essays, UK. (November 2018). The Analysis of Translation Errors. Retrieved from <https://www.ukessays.com/essays/english-language/the-analysis-of-translation-errors.php?vref=1>
- [15]. Pakistani Dramas take the Arab World by storm – ZGH to be dubbed in Arabic now! (2014, Jan 10). Retrieved from Reviewit.pk: <https://reviewit.pk/pak-dramas-take-the-arab-world-by-storm-zgh-to-be-dubbed-in-arabic-now/>
- [16]. Retrived from: <https://www.gala-global.org/industry/intro-language-industry/what-translation>
- [17]. Saba, N. (1996). Impacts of electronic media on co-education. M. A. Thesis, Mass Communication,

B.Z.U. Multan, Pakistan

- [18]. The News. (n.d.). Retrieved from <https://www.thenews.com.pk/latest/452974-pakistani-tv-drama-series-dhoop-kinare-to-air-in-saudi-arabia-in-june>
- [19]. Twitter. (n.d.). Retrieved from <https://twitter.com/samikhan421/status/1026362819665686528>
- [20]. Twitter. (n.d.). Retrieved from [https://twitter.com/arabnewspk/status/1113413446354264065?ref\\_src=twsrc%5Etfw%7Ctwcamp%5Eetweetembed&ref\\_url=https%3A%2F%2Fwww.thenews.com.pk%2Flatest%2F452974-pakistani-tv-drama-series-dhoop-kinare-to-air-in-saudi-arabia-in-june](https://twitter.com/arabnewspk/status/1113413446354264065?ref_src=twsrc%5Etfw%7Ctwcamp%5Eetweetembed&ref_url=https%3A%2F%2Fwww.thenews.com.pk%2Flatest%2F452974-pakistani-tv-drama-series-dhoop-kinare-to-air-in-saudi-arabia-in-june)
- [21]. Quora. (n.d.). Retrieved from <https://www.quora.com/What-does-an-Indian-think-about-Pakistani-dramas-How-do-you-compare-them-with-Indian-drama-in-terms-of-story>
- [22]. 'Uraan' ('Flight') English Subtitles Ep. 1-1 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=6rLux92jieM>
- [23]. 'Uraan' ('Flight') English Subtitles Ep. 1-2 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=KhwE5aQCx-M>
- [24]. 'Uraan' ('Flight') English Subtitles Ep. 1-3 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=nXQP3Blq3VI>
- [25]. 'Uraan' ('Flight') English Subtitles Ep. 1-4 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=Sjj7a-G5LHM>
- [26]. 'Uraan' ('Flight') English Subtitles Ep. 2-1 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=0MHtcahBbvQ>
- [27]. 'Uraan' ('Flight') English Subtitles Ep. 2-2 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=wD-YDJe6ItI>
- [28]. 'Uraan' ('Flight') English Subtitles Ep. 2-3 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=V6z10KFqBZw>
- [29]. 'Uraan' ('Flight') English Subtitles Ep. 2-4 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=U9WEpVZW5Uw>
- [30]. 'Uraan' ('Flight') English Subtitles Ep. 3-1 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=OtWajCvqnPY>
- [31]. 'Uraan' ('Flight') English Subtitles Ep. 3-2 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=ITEnUMdK64U>
- [32]. 'Uraan' ('Flight') English Subtitles Ep. 3-3 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=EvEfq3W--qM>
- [33]. 'Uraan' ('Flight') English Subtitles Ep. 3-4 [2010]. (n.d.). Retrieved from YouTube: [https://www.youtube.com/watch?v=TX-rBVFG\\_jA](https://www.youtube.com/watch?v=TX-rBVFG_jA)
- [34]. 'Uraan' ('Flight') English Subtitles Ep. 4-1 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=cEZdRwMZEIY>
- [35]. 'Uraan' ('Flight') English Subtitles Ep. 4-2 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=E-dmJHAMWxw>
- [36]. 'Uraan' ('Flight') English Subtitles Ep. 4-3 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=2Ef-Oa2QSm8>

- [37]. 'Uraan' ('Flight') English Subtitles Ep. 4-4 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=0hiwS-ugd>
- [38]. 'Uraan' ('Flight') English Subtitles Ep. 5-1 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=9oVUMI0sr1s>
- [39]. 'Uraan' ('Flight') English Subtitles Ep. 5-2 [2010]. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=cuDLDaROLxY>
- [40]. 'Uraan' ('Flight') English Subtitles Ep. 5-3 [2010]. (n.d.). Retrieved from YouTube: [https://www.youtube.com/watch?v=i\\_NmKS6vB5c](https://www.youtube.com/watch?v=i_NmKS6vB5c)
- [41]. Wikipedia. (n.d.). Retrieved from [https://en.wikipedia.org/wiki/List\\_of\\_programmes\\_broadcast\\_by\\_Zindagi\\_TV](https://en.wikipedia.org/wiki/List_of_programmes_broadcast_by_Zindagi_TV)
- [42]. Yakeen Ka Safar Episode 1 English Subtitles. (n.d.). Retrieved from Youtube: <https://www.youtube.com/watch?v=9uXjbFfDC50>
- [43]. Yakeen Ka Safar Episode 2 English Subtitles. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=SUDgkxV4aSY>
- [44]. Yakeen Ka Safar Episode 3 English Subtitles. (n.d.). Retrieved from YouTube: [https://www.youtube.com/watch?v=zIN\\_i3RQadA](https://www.youtube.com/watch?v=zIN_i3RQadA)
- [45]. Yakeen Ka Safar Episode 4. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=NWbWgrYk1Ys>
- [46]. Yakeen Ka Safar Episode 5 English Subtitles. (n.d.). Retrieved from YouTube: <https://www.youtube.com/watch?v=87JSKIKoTqY>
- [47]. Zindagi Gulzar Hai. (n.d.). Retrieved from Wikipedia: [https://en.wikipedia.org/wiki/Zindagi\\_Gulzar\\_Hai](https://en.wikipedia.org/wiki/Zindagi_Gulzar_Hai)